

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

May 20, 2013

Call to Order and Roll Call

The sixth meeting of the Education and Outreach Subcommittee was held on Monday, May 20, 2013, at 11:00 a.m. in the Small Conference Room at the Office of the Kentucky Health Benefit Exchange. David Allgood, acting on behalf of Tihisha Rawlins, Chair, called the meeting to order at 11:05 a.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Katie Carter, Julia Costich, Susan Dunlap, Regan Hunt, Malea Hoepf Young, Bill Wagner (by phone) and Marcus Woodward. Gabriela Alcalde, Patty Gregory, Tina McCormick, Tihisha Rawlins, Rich Seckel, and Kathy Wheeler were not present at the meeting.

Staff Present: Kris Hayslett, Jean Klinge, Sherilyn Redmon, Melea Rivera, Brian Staples (DOI), and Maggie Woods (DOI).

Resignation of Member:

Ann Haderas from the Kentucky Equal Justice Center has resigned from the committee due to relocation out of state.

Approval of Minutes

A motion was made to accept the minutes of the Apr. 23, 2013 meeting, as amended, seconded, and approved by voice vote.

Update on kynect Launch

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE) presented the new program name, logo, microsite, social media sites and print advertisements for Kentucky's Exchange. Ms. Klinge informed the subcommittee members that KHBE staff and Doe Anderson would be starting a mobile tour and attending as many events and activities as possible throughout the state in order to inform Kentuckians about the Exchange prior to open enrollment on October 1, 2013. Ms. Klinge also requested that subcommittee members send her an estimate of the amount of materials that they will need and for disseminating information about the Exchange and locations for placing the information.

Update on Education and Outreach Efforts

Ms. Klinge updated subcommittee members on the KHBE activities and speaking engagements. Bill Nold, Deputy Executive Director, KHBE, is attending a meeting in Denver with Exchange staff from other states to share Kentucky's education and outreach plans and efforts to date. Ms. Klinge attended a meeting in Washington, D.C. and noted that Kentucky was leading the other states in Exchange activities.

Ms. Klinge gave an update on the Contact Center. The contact center hours will be 8 a.m. to 7 p.m. Eastern Standard Time with additional hours during open enrollment from 9 a.m. to 4 p.m. on Saturdays, and then tapering back toward the end of open enrollment to 9 a.m. to 1 p.m. Calls will be managed and routed based on the level of assistance needed. The phone line currently plays a recorded message, but it will be staffed and operational on August 15, 2013. Prior to open enrollment, call center staff will offer information about the program. On October 1, 2013, the call center will be fully operational. The main focus and goal of the call center will be to provide quick customer service to callers.

Ms. Klinge reported that the Navigator/ In-Person Assister Request for Proposal (RFP) would be released very soon. Ms. Klinge requested that subcommittee members spread the word and have interested entities contact the KHBE so they can be notified when the RFP is released.

The KHBE office will be sponsoring the Cabinet for Health and Family Services area at the Kentucky State Fair and will be present during all 12 days that the state fair runs. The KHBE office is working on developing training manuals which will include policies and procedures and systems training. All kynectors will be certified by the KHBE office and issued identification badges and materials to hand out. Final user acceptance testing will be held in August.

Other Business

Ms. Klinge asked for feedback on the marketing materials that have been released by the KHBE. Ms. Klinge informed the subcommittee that the KHBE staff is available to speak about the Exchange upon request.

A subcommittee member asked if the materials were available in Spanish, and if they were tailored to meet the unique needs of that population. Ms. Klinge communicated to the subcommittee that the microsite did have a Spanish version, and the fact sheets would be translated into Spanish.

The next meeting of the subcommittee is scheduled for 1:30 p.m. on June 24, 2013 at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 12:45 p.m.